

FREDDY THE FIRE

Personifying fire to create awareness around fire safety and prevention measures for students



What is it?

We created a campaign with a lovable fire mascot named Freddy as the face of it for the North Vancouver Fire Department. He is here to gain sympathy and create awareness for fire safety hazards and fire prevention for students in their mid-teens to mid-twenties. Our campaign consists of a series of playful, informative posters to be placed in areas frequented by students like public transit stops as well as animated Instagram stories.

Why is it needed?

The Fire Prevention Division of the North Vancouver Fire Department has been working to prevent fires through education and other means. They have held many fire safety and prevention programs for elementary school-aged kids and seniors which have been effective but have not managed to reach students aged 16 to 25. Not a lot of fires are seen by this demographic but the effects are devastating when they do happen which is why the fire department wants to reach out to them and get a conversation going.

How it works

The most common fires from this demographic are fires from kitchen accidents, fireworks, smoking and other careless mistakes. Our campaign aims to inform students about these fire hazards and have them be more mindful when doing fire-related tasks like cooking. When students come across our poster or Instagram ads, they will read about how to avoid getting into fire-related accidents. Unlike most other informative material out there, our posters are visually appealing, and present information in a fun and relatable, yet educational way.

Outcomes

Bold, bright, cute designs and illustrations are trendy nowadays. Combining those trends with having a cute mascot would be popular with this age group since they grew up watching cartoons, anime and reading comics. Our Freddy the Fire Campaign will be implemented through out-of-home (OOH) advertising in places like bus stops as well as through social media. We created animated posts for Instagram stories since it is one of the most popular social media apps for this target group. It is now more common to see health, safety, and other informational resources are being posted on Instagram these days since the format makes information digestible and is easily accessible since many already have the app.



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CityStudio North Vancouver is an experimentation and innovation hub for the City of North Vancouver where CNV staff and Capilano University students and faculty co-create projects to make North Vancouver a more vibrant, sustainable and healthy city.

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IDES 244: Cross Platform Design
Team Members: Kathrin Teh, Michelle Viet,
Amanda Wong
Instructor: Tom Duguid
City Partner: Adele M Therias